



SET
southeast traders
ltd

POSITION PROFILE

Chief Executive
Officer



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License holders for:





Southeast Traders Ltd (SET) is a family run business established in 2002 by entrepreneurial husband and wife team Alan & Theresa Taylor.

Based in Glasgow, SET is a wholesaler, distributor and brand owner, and market leading operator in the secondary market. We buy and sell across multiple FMCG categories ranging from grocery, household, health & beauty, impulse and soft drinks, frozen, chilled and general merchandise. Our knowledge of products is both diverse and in-depth, allowing us to source and supply both bespoke and regular product lines to meet the requirements of our core customer base, which include leading UK retailers such as Sainsbury's, Tesco, Asda, Iceland, Morrisons, B&M etc.

We have direct long-standing trading and manufacturer relationships across the UK allowing us access to a wide portfolio of products. A few of the biggest global brands we have access to include Johnson's Baby, Kellogg's, MARS, Nestle, P&G, and Heinz.

In addition to the secondary market side of the business, over the last two years the strategic decision was made to leverage our market bench-strength with the creation of a licensing business. Through deeper commercialisation of our customer and manufacturer network, we are able to diversify our market proposition and reach. The licensing business is focused on securing and commercialising licensing agreements from some of the world's iconic brand holders. These licensing agreements grant SET the right to manufacture, distribute and sell these brands across a defined range of Stock Keeping Units (SKUs) and to our already established customer base. Brands currently licensed include Poppets, Toxic Waste, Peperami, Slush Puppie and Stranger Things (frozen products).

In view of the increasing scale and diversity of the business, SET are now able to appoint a Group Chief Executive Officer (CEO). Reporting directly to the family shareholders, this CEO will have a central remit for all aspects of the organisation's operational, commercial, cultural and financial performance. You'll have strong leadership skills and a proven track record of high performance, change management and delivering results. You'll also possess excellent communication and interpersonal skills, with the ability to motivate and inspire your team through a period of change and growth.





Purpose of the Role:

- Have a strong sense of purpose, taking the time to gain a deep understanding of the company's history and values to carry on the family's legacy
- Develop clear succession for Alan and Theresa and a structured, supportive environment for their children's career / role development within the business
- Provide strong leadership, direction and guidance to the Board and Senior Management Team, with a view to achieving the business's vision, strategy and goals
- Demonstrate leadership capability and manage the day-to-day activities to ensure SET services and objectives are delivered successfully and efficiently
- Identify future business development and growth opportunities, bringing the Senior Management Team along with and making appropriate recommendations to the Board whilst sustaining current business operations
- Give further confidence to the Board with the creation of robust Board packs and meaningful data to allow for effective decision making
- Professionalise the business's internal infrastructure. Implement corporate processes to improve current procedures, and ensure the business is moving forward and taking advantage of every opportunity
- Act as an ambassador for SET by engaging with major customers, suppliers, manufacturers, and other external advisors, both in the UK and further afield
- Communicate confidently and with gravitas. Inspire, drive and influence all staff to better themselves and the business

Key Responsibilities:

- Develop and execute the company's business strategies to attain defined goals
- Professionalise the business's governance and infrastructure to allow for continual growth
- Provide strategic advice to the Board and Senior Management Team
- Prepare and implement a comprehensive business plan
- Implement, improve, and enforce policies and procedures that will create meaningful data to improve financial and operational effectiveness
- Oversee and improve all operations including brand development, manufacturing, logistics and marketing
- Oversee the company's financial performance, investments, and business ventures
- Continually improve the planning and budgeting process by educating core stakeholders
- Work with the finance team to develop a solid cash flow projection and reporting mechanism
- Optimise the handling of banking relationships and work closely with the finance team to foster and grow strategic financial partnerships
- Negotiate and approve commercial agreements and contracts for the organisation
- Provide strategic input and leadership on decision-making issues affecting the business
- Analyse problematic situations and occurrences, and provide solutions to ensure company survival and growth



- Communicate effectively and establish credibility throughout the business
- Manage the organisation's current and future resources
- Mentor and interact with staff members, including the family, at all levels to foster growth and encourage development
- Ensure professional development activities, training, and performance appraisal processes are in place
- Ensure a positive work environment, and further develop and enhance company culture





Preferred Requirements:

- Previous experience in a senior management / leadership role of at least 10 years
- Familiarity and / or experience with operating within family-owned businesses
- Knowledge of FMCG / Brand Development / Licensing or allied industries
- Relationships with, and ability to deal with and influence, big Retailers across the UK
- Corporate operator who can professionalise / implement best practice to allow for growth
- Strong understanding of stock and logistics management
- Exceptional operational leadership skills coupled with strong commercial acumen
- Excellent organisational and time management skills
- Outstanding communication, presentation, and people management skills
- Problem-solving skills with the ability to manage challenging and time-critical project delivery
- High levels of emotional intelligence
- Exceptional stakeholder engagement and influencing skills
- Someone willing to roll their sleeves up
- Imagination and innovation are critical for the successful applicant





Remuneration:

Attractive package commensurate with background and experience required for the role. For more information on remuneration please contact Sophie Randles, Director at Livingston James.

Contact details are as follows: T: 07432480922 or E: sophierandles@livingstonjames.com

Recruitment Process:

The recruitment process is being handled by our retained advisor, Sophie Randles of Livingston James.

Sophie Randles will conduct the first stage interviews prior to discussing candidates with South East Traders at the shortlist meeting.

Interested candidates should provide a tailored CV and covering letter, outlining their suitability and motivation for applying to sophierandles@livingstonjames.com